

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

**RJR Account #194040**

Ms. R. Fairbanks  
FINKLE DIST., INC.

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear Ruth:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **225** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>8</u>
<i>Light 100</i>	12300-24961	<u>8</u>
<i>Light Men 100</i>	12300-24963	<u>7</u>
<i>FF 100</i>	12300-24962	<u>7</u>

**DISPLAY DETAIL (#536645)**

*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*

*EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS*

*EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.*

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

**0.4965**

SKU WT (w/o Product):

**1.1700 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$1,790.39**

51845 8518

-2-  
B1G1F  
FINKLE DIST., INC.

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*  
*LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This  
equates to \$147.00 (10.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162303

L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

FEBB1G1F.DOC

51845 8519

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB B1G1F  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162233	620423	ROBO GAS #509	2 WILIMINGTON RD.	LAKE PLACID	NY	12946	1		2021-0000		(518)523-8174
162202	162238	172455	GAROFALO GROCERY	155 E BRIDGE ST	OSWEGO	NY	13126	3			975177	(315)343-0580
162202	162238	289246	D & W CONVENIENCE	RT 104 & 104B	NEW HAVEN	NY	13121	2			975516	(315)963-3694
162202	162238	507381	SCRIBA MINI MART	5617 STATE ROUTE	SCRIBA	NY	13126	2			975706	(315)342-2398
162202	162238	649926	STEVE'S PLACE	107W BRIDGE ST.	OSWEGO	NY	13126	3			975185	(315)342-7110
162202	162236	673953	BILL'S CLEVELAND	276 STATE ROUTE 4	CLEVELAND	NY	13042	2				(315)675-8812
162202	162236	675059	JAMIESON CORS CONV	RTE. 17 + ST RTE	WILLIAMSTOWN	NY	13493	1			971127	(315)964-7709
162202	162238	684885	PIT STOP #99	433 COUNTY ROUTE	FULTON	NY	13069	2			975169	(315)598-8811
162202	162238	762537	BREWERTON TRUE VALU	RT 11 & BARTELL R	BREWERTON	NY	13029	1				(315)676-7110
162204	162226	369552	RED BARREL #20	503 E MAIN ST	ENDICOTT	NY	13760	1		1872-0000		(607)754-8009
162204	162226	423441	RED BARREL #21	ROUTE 7	SANITARIA SPGS	NY	13833	2		1872-0000		(607)648-2700
162204	162226	580011	RED BARREL #11	63 MAIN ST	BINGHAMTON	NY	13905	1		1872-0000		(607)724-7319
162204	162226	583890	RED BARREL #12	41 COMMERCIAL DR	JOHNSON CITY	NY	13790	1		1872-0000		(607)729-2105
162204	162226	941738	RED BARREL #15	1454 FRONT ST	BINGHAMTON	NY	13901	1		1872-0000		(607)722-7509
162205	162230	699104	POOJA ENTERPRISES	4223 MILTON AVE	SYRACUSE	NY	13219	1			959460	(315)488-7944
162205	162237	760381	POPPY'S PLACE	507 WESTCOTT ST	SYRACUSE	NY	13210	1				(315)474-0699
162205	162230	762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE	NY	13204	3				(315)471-4397
162206	162236	172167	B & K CONVENIENCE	4644 TABERG ROAD	TABERG	NY	13471	1				(315)337-7511
162206	162233	301419	RED BARREL #17	1 ONEIDA ST	ONEONTA	NY	13820	2		1872-0000		(607)433-1425
162206		465070	RED BARREL #23	RTE 23, SOUTHSIDE	ONEONTA	NY	13820	1		1872-0000		(607)433-9963
162206	162234	597204	DOLGEVILLE NEWS	6 SO MAIN ST	DOLGEVILLE	NY	13329	4			959775	(315)429-8487
162206	162237	607467	LYNDON MOBIL	6898 EAST GENESEE	FAYETTEVILLE	NY	13066	1		1850-0000		(315)445-9098
162206	162233	632711	RED BARREL #7	325 MAIN ST	ONEONTA	NY	13820	1		1872-0000		(607)432-1123
162206	162236	762157	SAKRAN & CESARIO IN	7595 KIRKVILLE RD	EAST SYRACUSE	NY	13057	1			964171	(315)656-7751
162206	162233	762182	RED BARREL #6	ROUTE 12, SOUTH	NORWICH	NY	13815	1		1872-0000		(607)334-9557
162206	162237	762367	MANLIUS MOBIL	325 FAYETTE ST	MANLIUS	NY	13104	1		1850-0000		(315)682-1330
162206	162235	762641	RED BARREL #5	408 E MAIN ST	WEST WINFIELD	NY	13491	2		1872-0000		(315)822-5785
162206	162233	177340	PALACE CIGAR STORE	277 MAIN ST	ONEONTA	NY	13820	1			906305	(607)432-8385
162206	162233	177363	RED BARREL #1	RTE 23, SOUTHSIDE	ONEONTA	NY	13820	1		1872-0000		(607)432-8880
162206	162237	186747	MOBIL #08545F	224 W GENESEE ST	FAYETTEVILLE	NY	13066	1	NYS	1850-0000		(315)637-5691
162210	162233	337733	RED BARREL #18	RTE 7 & 8	SIDNEY	NY	13838	2		1872-0000		(607)563-2524
162210	162233	370022	RED BARREL #19	ROUTE 28	MARGARETVILLE	NY	12455	1		1872-0000		(914)586-2526
162210	162233	424893	RED BARREL #22	65-69 BRIDGE & MA	UNADILLA	NY	13849	2		1872-0000		(607)369-3500
162210	162233	463736	RED BARREL #24	WEST & DELAWARE S	WALTON	NY	13856	1		1872-0000		(607)865-4080
162210	162227	643758	GUJAR PETROLEUM	RT 209	ELLENVILLE	NY	12428	5				(914)647-5801
162210	162233	767363	RED BARREL #3	1 W MAIN ST	SIDNEY	NY	13838	1		1872-0000		(607)563-1321
162302	162320	177013	CHESTER MARKET	RIVERSIDE DRIVE	CHESTERTOWN	NY	12817	3			906164	(518)494-3013
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	2				(518)642-9989
162302	162320	177079	POTORTIS BROADWAY M	155 BROADWAY	WHITEHALL	NY	12887	1				(518)499-0788
162302	162320	362026	BAILEY DELI & BAKER	43 CANADA ST	LAKE GEORGE	NY	12845	1			986356	(518)668-4730
162302	162320	561050	MINI CHOPPER #109	AMHERST & IROQUIS	LAKE GEORGE	NY	12845	1		1427-0000		(518)668-2337
162302	162320	737465	THE CORNER DELI	36 FEEDER DAM RD	S GLENS FALLS	NY	12803	1				(518)792-1859

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB B1G1F  
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 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALLS	NY	12839	1				(518) 747-0100
162302	162320	766818	LUZERNE MARKET	MAIN STREET	LAKE LUZERNE	NY	12846	5				(518) 696-4234
162302	162320	767092	MINI CHOPPER #63	127 RIDGE ST	GLENS FALLS	NY	12801	1		1427-0000		(518) 792-7736
162302	162320	767583	MINI CHOPPER #62	538 AVIATION RD	QUEENSBURY	NY	12804	1		1427-0000		(518) 374-3737
162303	162234	026388	RED BARREL #10	RTE 7 & 30A	CENTRAL BRIDGE	NY	12035	1		1872-0000		(518) 868-2659
162303	162324	578453	OZBAY SERVICE CENTE	1605 BROADWAY	SCHENECTADY	NY	12306	2				(518) 374-8867
162303	162322	579941	COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVILLE	NY	12137	1				(518) 887-9812
162303	162322	586076	TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	12302	3				(518) 399-8773
162303	162234	589558	BUHRMASTER INC.	204 N PERRY ST	JOHNSTOWN	NY	12095	3				(518) 762-4617
162303	162324	626474	HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	12308	3				(518) 382-1491
162303	162234	642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILLE	NY	12078	3				(518) 725-9153
162303	162234	642210	O'BRIEN VIDEO	60 1/2 ELMWOOD DR	GLOVERSVILLE	NY	12078	5				(518) 773-8221
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVILLE	NY	12137	1				(518) 864-5496
162303	162234	693380	MARIANNE'S MINI MAR	1008 STATE HIGHWA	GLOVERSVILLE	NY	12078	4				(518) 725-2259
162303	162234	700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	12095	5				(518) 762-6677
162303	162324	704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	12303	1				(518) 355-8760
162303	162234	745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	2				(518) 762-5367
162303	162234	757103	TWINS	SEC INC.	JOHNSTOWN	NY	12095	1				(518) 762-4421
162303	162234	763064	MINI CHIPPER #72	394 N MAIN ST	GLOVERSVILLE	NY	12078	1		1427-0000		(518) 725-3943
162303	162324	767243	MINI CHOPPER #85	1810 VAN VRANKEN	SCHENECTADY	NY	12308	1		1427-0000		(518) 393-5054
162303	162324	767268	EASTERN PARKWAY #70	838 MCCLELLAN ST	SCHENECTADY	NY	12304	1		1427-0000		(518) 374-0302
162303	162324	767617	TIFFANNY'S CNTRY MK	8413 WESTERN TPKE	DELANSON	NY	12053	2				(518) 895-8328
162303	162322	767809	NORTHVILLE ROBIN SE	MAIN & BRIDGE	NORTHVILLE	NY	12134	1		3643-0000		(518) 863-8901
162303	162234	779803	FOUR CORNERS GROCER	MAHAKALI, INC.	GLOVERSVILLE	NY	12078	1				(518) 773-5077
162303	162324	027186	SAS SINGH AUTO SERV	2470 ALBANY ST	SCHENECTADY	NY	12304	2				(518) 393-3737
162303	162322	130267	REID HILL MOBIL	165 CHURCH ST	AMSTERDAM	NY	12010	5				(518) 842-4721
162303	162234	130271	CLYDES STOP N SHOP	WASHINGTON ST & PE	JOHNSTOWN	NY	12095	5				(518) 762-2990
162303	162322	175613	MINI CHOPPER #64	821 NEW SCOTLAND	ALBANY	NY	12208	1		1427-0000		(518) 489-8081
162303	162324	175765	MINI CHOPPER #65	2248 BROADWAY	SCHENECTADY	NY	12306	1		1427-0000		(518) 372-4960
162303	162322	176593	FULLERS CORNER STOR	RR 1 BOX 547	NORTHVILLE	NY	12134	2				(518) 863-4190
162303	162234	177257	FRANKS MARKET	261 W FULTON ST	GLOVERSVILLE	NY	12078	5				(518) 725-7422
162303	162324	240242	HOLMES & KUGLER	717 NOTT ST	SCHENECTADY	NY	12308	1				(518) 382-8477
162303	162234	287798	PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE	NY	12072	3				(518) 853-4722
162303		343317	KING FOODS 8605	1600 WESTERN AVE	ALBANY	NY	12203	1		2682-0000		(518) 456-6388
162303	162234	363861	FT PLAIN NEWS	58 MAIN ST	FORT PLAIN	NY	13339	5				(518) 993-4988
162303	162234	440243	CONVENIENT CORNER II	5 COMERIE AVENUE	JOHNSTOWN	NY	12095	1		3643-0000		(518) 762-7353
162303	162322	472795	MINI KWIK	ROUTE 30	AMSTERDAM	NY	12010	5				(518) 842-2537
162303	162324	528013	ALBANY BEVERAGE	3899 CARMEN RD	SCHENECTADY	NY	12303	1				(518) 355-4370
162303	162322	546784	CONVENIENT CORNER I	ROUTE 30	BROADALBIN	NY	12025	2		3643-0000		(518) 883-3595
162303	162234	558185	MINI KWIK	207 W FULTON ST	GLOVERSVILLE	NY	12078	5				(518) 725-5289
162303	162324	565311	UPTOWN BEVERAGE	1866 ALTAMONT AVE	SCHENECTADY	NY	12303	3				(518) 355-2305
162303	162322	577317	MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	4				(518) 863-4363
162304	162321	175519	BONFARE FN FD	2 SOUTH ST	BALLSTON SPA	NY	12020	1				(518) 885-4443

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB BIGLF  
 TEMPLATE SEQ : 0031  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162304	162321	176471	MINI CHOPPER #71	54 CHURCH ST	SARATOGA SPRIN	NY	12866	1		1427-0000		(518)584-2770
162304	162322	176552	DICK & JERRY'S	ROUTE 29 & ROUTE	GALWAY	NY	12074	1				(518)882-9394
162304	162322	176553	VASELS STATION	ROUTE 29 RD 1	GALWAY	NY	12074	2				(518)882-9414
162304	162321	176702	MINI CHOPPER #61	91 N MAIN ST	MECHANICVILLE	NY	12118	1		1427-0000		(518)664-2520
162304	162321	361644	WEVER MOBIL MART	219 GUIDEBOARD RO	HALFMOON	NY	12188	1			916379	(518)383-9189
162304	162321	410914	SCHAGHTICOKE CARWAS	MAIN STREET	SCHAGHTICOKE	NY	12154	1				(518)753-4072
162304	162321	450796	WILTON MOBIL MART	216 BALLARD RD	GANSEVOORT	NY	12831	1				(518)584-5884
162304	162321	484757	WEVER MOBIL MART	75 HUDSON AVENUE	STILLWATER	NY	12170	1				(518)664-4121
162304	162321	553883	BONFARE FN PD	488 GEYSER RD	BALLSTON SPA	NY	12020	1				(518)885-7519
162304	162321	624483	U.S. FOOD MART	118 GARNER STREET	COHOES	NY	12047	1				(518)237-0530
162304	162321	677775	GEMMETT RAINBOW	3775 LEWIS RD	BALLSTON SPA	NY	12047	1				(518)885-4847
162304	162321	689443	MALTA CORNER	2465 ROUTE 9	BALLSTON SPA	NY	12020	1				(518)899-3306
162304	162321	744043	WEVER CAR WASH	CORNER RT 29 & 40	GREENWICH	NY	12834	1				(518)692-3196
162304	162321	747501	PAULIE PROVISIONS	12 WASHINGTON AVE	WATERFORD	NY	12188	1				(518)235-9771
162304	162321	777274	CAPUTO'S APLUS60036	521 BROADWAY	SARATOGA SPRIN	NY	12866	1		0362-0101		(518)583-4202
162304	162322	777276	LATHAM FOOD MART	389 TROY SCHENECT	LATHAM	NY	12110	1				(518)785-3282
162305	162326	175575	DELMAR BEVERAGE CTR	242 DELAWARE AVE	DELMAR	NY	12054	2				(518)439-7275
162305	162322	571197	HAGMART WEST INC	1181 WESTERN AVE	ALBANY	NY	12203	1			958082	(518)438-4794
162305	162324	641092	RED BARREL #2	ROUTE 7 EAST	COBLESKILL	NY	12043	1		1872-0000		(518)234-4767
162305	162324	653563	HAGMART NORTH, INC.	106 MAPLE AVENUE	ALBANY	NY	12186	1			939942	(518)765-9333
162305	162326	660703	DELAWARE & ELM MOBI	594 DELAWARE AVE	DELMAR	NY	12054	1				(518)439-3682
162305	162327	693697	GUJAR PETROLEUM	336 E CHESTER ST	KINGSTON	NY	12401	1				(914)331-7286
162305	162326	698974	RAVENA MANI CONVENI	RT. 9W & 146	RAVENA	NY	12143	1				(518)756-3484
162305	162322	700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	NY	12206	1				(518)465-8123
162305	162327	721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	12401	3				(914)331-3099
162305		729858	COUNTRYSIDE MOBIL	MART	EAST BERNE	NY	12059	1				(518)872-1989
162305	162328	766856	PT & SAMI, INC.	ROUTE 28 & ZENA R	KINGSTON	NY	12401	1			949867	(914)679-9436
162305	162322	176021	EMIL'S NEWS	99 WASHINGTON AVE	ALBANY	NY	12210	1				(518)462-0886
162305	162324	186732	RED BARREL #16	1 MAIN STREET	MIDDLEBURGH	NY	12122	1		1872-0000		(518)827-5656
162305	162326	241413	KETCHUM'S GENERAL	RT 143 PO BOX 212	WESTERLO	NY	12193	2				(518)797-3403
162305	162322	385765	ALBANY NEWS & VARIE	396 CENTRAL AVE	ALBANY	NY	12206	1				(518)427-0271
162305	162322	453011	HAGMART INC	791 NEW SCOTLAND	ALBANY	NY	12208	1			958074	(518)458-7854
162305	162334	506336	LINDY'S QUICK SHOPP	1 MAIN ST	WORCESTER	NY	12197	1			911065	(607)397-1827
162305	162322	542554	A-PLUS #60009F	1221 WESTERN AVE	ALBANY	NY	12203	1		0362-0102		(518)489-1746
162306	162325	176066	BARNA SUPER-DELI	15 CAMPBELL AVE	TROY	NY	12180	1			915233	(518)273-6644
162306	162326	176271	DAVE'S MARKET	ROUTE 43	STEPHENTOWN	NY	12168	1				(518)733-5733
162306		178609	UNITED SMOKESHOP	2 E MARKET ST	RHINEBECK	NY	12572	1				(914)876-7185
162306	162326	508996	W SAND LAKE MOB08FI	RT 150 & RT 43	WEST SAND LAKE	NY	12196	1			974964	(518)674-8377
162306	162326	580521	GREENBUSH TAPE&LABE	DBA JIFF E MART	AVERRILL PARK	NY	12018	1			931667	(518)674-0145
162306	162326	619795	MINI CHOPPER #86	53 MAIN ST	CHATHAM	NY	12037	1		1427-0000		(518)392-9550
162306	162327	705374	M&S MART, INC.	6337 RT. 209 & 42	KERHONKSON	NY	12446	3				(914)626-0623
162306	162326	706812	CPF SUNOCO CHATHAM	52 HUDSON AVE	CHATHAM	NY	12037	1				(518)392-5442
162306	162326	724750	ZENATH PETROLEUM	3360 ROUTE 9	VALATIE	NY	12184	1			964684	(518)784-3314

5W55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 21  
DATE: 97-12-08  
TIME: 08:18 AMWHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
TEMPLATE : 800018 80200 DOR FEB BIG1F  
TEMPLATE SEQ : 0031  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162306	162325	728378	US MOBIL MART	295 COLUMBIA TPKE	RENSSELAER	NY	12144	1				(518)477-4410
162308	162329	444732	MALWA CORPORATION	266 STATE ROUTE 5	LAGRANGEVILLE	NY	12540	1			943266	(914)452-3060
162308	162329	701398	GARCHA PETROLEUM CO	127 W MAIN ST	WAPPINGERS FLS	NY	12590	1				(914)297-6880
162308	162328	740272	COBBLE POND FARMS	ROUTE 82	STANFORDVILLE	NY	12581	1				(914)868-7031
162605	162226	039829	RED BARREL #9	MAIN STREET	CHENANGO BRIDG	NY	13745	1		1872-0000		(607)648-2844

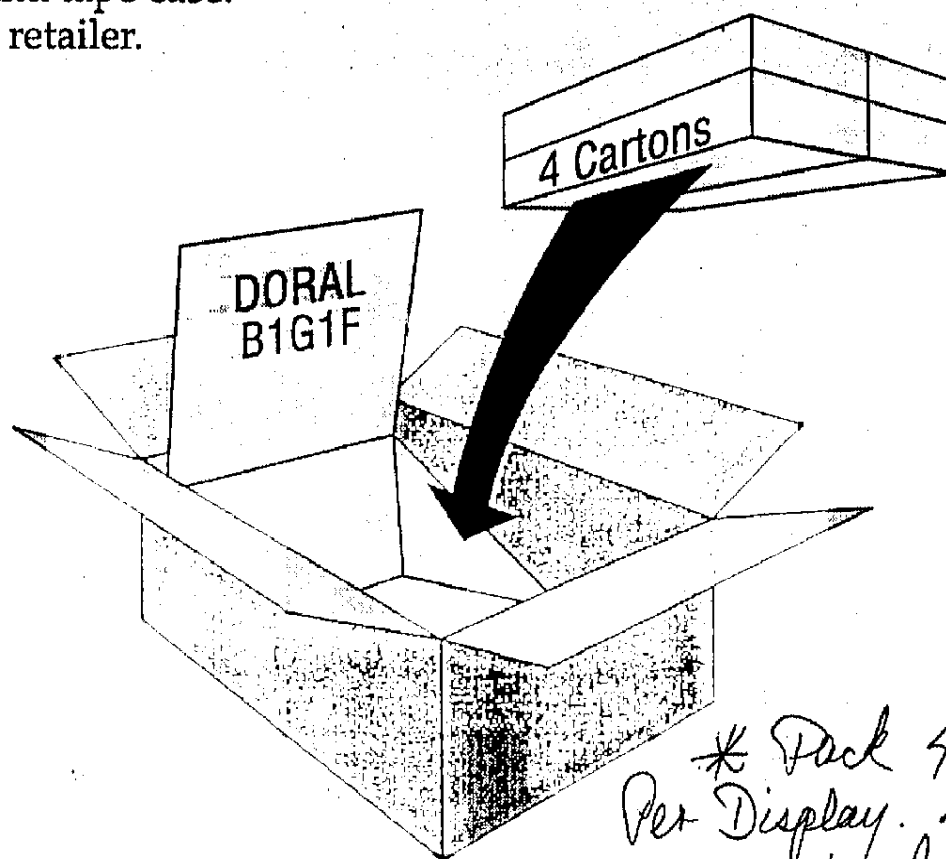
PAGE BREAK TOTAL ACCOUNTS 133 TOTAL QUANTITY 225

TEMPLATE TOTAL ACCOUNTS 133 TOTAL QUANTITY 225

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.*

**Item: # 536645****Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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# February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

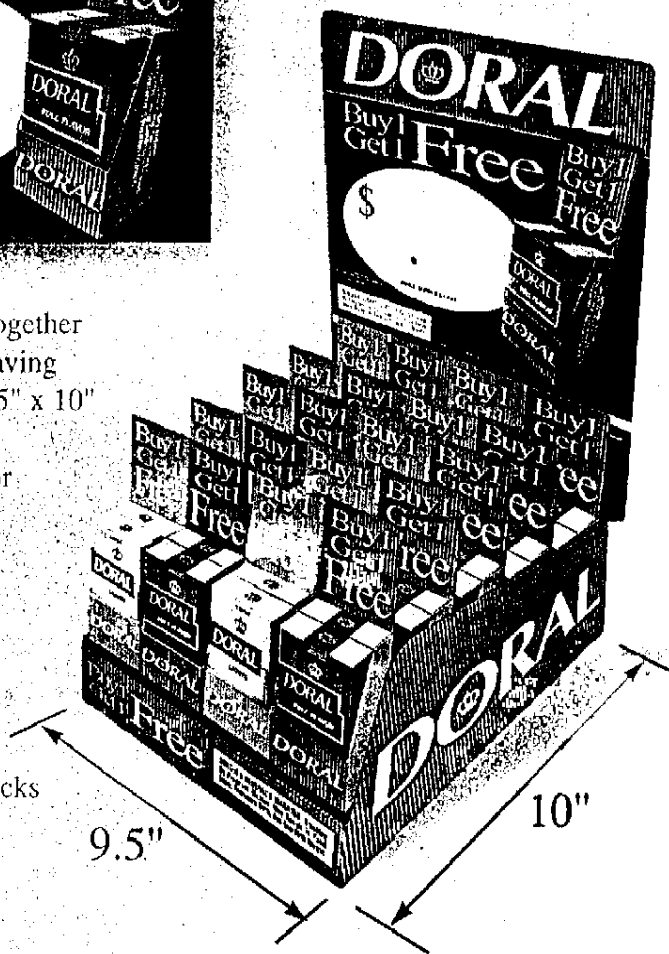
**Paster**



**2-Pack  
Sleeve**



**Counter Display**



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

## **Details -**

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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